

## Message Text

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PAGE 01 SEOUL 00086 061016Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
-----061020Z 089848 /22  
R 060652Z JAN 77  
FM AMEMBASSY SEOUL  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1356

UNCLAS SEOUL 0086

USDOC

E.O. 11652: N/A  
TAGS: BEXP, KS  
SUBJ: MOBIUS MARKET RESEARCH SURVEY CONTRACT, KOREA

REF: (A) 76 USDOC 21974, (B) 76 SEOUL 10103, (C) USDOC 00033,  
(D) 76 JAKARTA 9734

(1) POST IS DISAPPOINTED IN THE PROGRESS OF MARKET RESEARCH  
SURVEYS FOR KOREA. THE CANCELLATION OF THE MOBIUS CONTRACT  
(REF A) IS A SERIOUS BLOW IN PLANNING PROMOTIONAL EVENTS  
FOR KOREA (NOTED IN REF B.)

(2) WE CAN CONTINUE TO PROVIDE MARKET BRIEFS SUCH AS THE  
ONE REQUESTED BY REF C FOR THOSE SECTORS WHICH WOULD HAVE  
BEEN INCLUDED IN THE MOBIUS STUDY BUT SUCH BRIEFS RESTRICT  
COMMERCE RECRUITING TO ENTRY TYPE EVENTS SUCH AS CATALOG SHOWS.  
SUCH EVENTS BECOME PROGRESSIVELY MORE DIFFICULT TO PROMOTE AS  
OPPOSED TO U.S. EQUIPMENT DISPLAYS AS THIRD COUNTRIES MOUNT  
LARGER AND BETTER PRODUCT SHOWS (GREAT BRITAIN WILL HOST A  
MACHINERY SHOW THIS SPRING), FINANCED ALMOST ENTIRELY BY THEIR  
GOVERNMENTS.

(3) RECENT IN-HOUSE MARKET RESEARCH PREPARED AT SEOUL  
INCLUDES BUSINESS EQUIPMENT AND SYSTEMS (A-181, 9/24/75),  
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MEDICAL EQUIPMENT (A-144, 9/17/76), COMPUTER AND PERIPHERAL  
EQUIPMENT (A-88, 6/11/76). NONE OF THESE STUDIES HAVE  
RESULTED IN COMMERCE RECRUITED EXHIBITIONS IN SEOUL NOR  
ARE ANY APPARENTLY PLANNED DURING NEXT TWO YEARS. WE ARE  
PRESENTLY ENGAGED IN FIELD WORK FOR THE ELECTRONIC COMPONENTS  
AND ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT IN-HOUSE  
STUDIES WHICH ARE SCHEDULED FOR COMPLETION IN MAY 1977.

(4) COMPUTERS AND PERIPHERAL EQUIPMENT, HEALTH CARE INDUSTRIES EQUIPMENT, AND ELECTRONIC INDUSTRY PRODUCTION AND TEST EQUIPMENT AND ELECTRONIC COMPONENTS ARE ALL LISTED IN THE TOP TEN "BEST PROSPECTS" FOR PROMOTION OF U.S. EXPORTS IN KOREA (SEE 76 SEOUL A-194). THE COMPLETED IN-HOUSE STUDIES AND THE PRESENT ELECTRONICS STUDIES, WHEN COMPLETED, PROVIDE MINIMAL MARKET INFORMATION FOR THREE OF THE FIVE TARGET INDUSTRIES FOR FY 1978. HOWEVER, BOTH THE CONSTRUCTION, MINING AND MATERIALS HANDLING SECTOR (BEST PROSPECTS NUMBER 2) AND COMMUNICATION EQUIPMENT AND SYSTEMS SECTOR WERE SCHEDULED TO BE COMPLETED BY MOBIUS, WHICH LEAVES A VOID IN RESEARCH NECESSARY FOR PROPER PROMOTION OF THESE INDUSTRIES.

(5) WE HAVE ON SEVERAL OCCASIONS SUGGESTED THE NECESSITY OF ADDITIONAL SUPPORT FOR THE KOREA CCP AND SEOUL TRADE CENTER IN RECRUITING SPIN-OFF EVENTS FROM OTHER TRADE CENTERS. HOWEVER, PROPER MARKET RESEARCH IS THE FOUNDATION OF TRADE PROMOTION PROGRAMS AND DELAYS WILL LIMIT THE SEOUL COMMERCIAL EFFORT. WE RENEW OUR REQUEST FOR A GENERAL MARKET RESEARCH SURVEY PROJECT FOR KOREA AS CONTEMPLATED IN THE ILL-FATED MOBIUS CONTRACT.

(6) IN VIEW OF THE APPARENT DIFFICULTIES ENCOUNTERED IN THE COMPLETION OF THE INDONESIAN STUDY AS OUTLINED IN REF D, WE RECOMMEND COMMERCE ASSIGN A MARKET RESEARCH PROJECT COORDINATOR TO SEOUL ON A TDY BASIS TO WORK WITH US TO FACILITATE AND COMPLETE A QUALITY STUDY WHICH IS ESSENTIAL FOR FUTURE TRADE PROMOTION EFFORTS AND IF WE ARE TO BE OF PROPER SERVICE TO U.S. BUSINESSMEN IN

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OVERCOMING OUR WORLD-WIDE TRADE DEFICIT.

(7) COMMERCE COMMENTS ARE REQUESTED ASAP IN ORDER FUTURE PLANNING CAN BE CONTINUED ON AN ORDERLY BASIS.

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## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
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